

Laura Popp-Rosenberg

Partner

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Overview

"I enjoy solving problems for clients and tackling challenges that come in all sizes and shapes. It's exciting to work with an iconic brand – a brand everyone knows and loves – to protect their trademarks, ensuring the company can nurture relationships with its fans. It's also exciting to get in on the ground floor with a new brand – helping a company craft a trademark and content strategy that's going to support the company's growth."

An experienced litigator, Laura tries cases in federal and state trial and appellate courts across the country in matters relating to copyright, trademark, unfair competition, right of publicity, and represents clients in inter partes proceedings before the USPTO's Trademark Trial and Appeal Board. She also provides strategic advice to clients on diverse intellectual property issues and negotiates and drafts IP agreements, including license and coexistence agreements.

Recently described as a "key partner" in *Chambers USA*, Laura represents clients LEGO, WeWork, Ann Taylor, Gap, and Old Navy, among many others across industries including fashion (clothing and jewelry), beverage, personal care, toy, and financial services companies, and sports teams – and range in size from startups to Fortune 500 companies. Laura's win over Coca-Cola and its "ZERO" mark before the U.S. Court of Appeals for the Federal Circuit ranked #2 on *Law360's* midyear review of 2018's top trademark rulings.

Prior to joining Fross Zelnick, Laura was an associate in the litigation department of a large international law firm.

Education

Columbia Law School (JD, 2000)

Harlan Fiske Stone Scholar; *Columbia Journal of European Law*, Special Issue Editor;

Law Clerk to the Honorable Alvin K. Hellerstein, United States District Court for the Southern District of New York (2001-2002)

University of North Carolina at Chapel Hill (BA, 1994)

English major with Highest Honors and Highest Distinction; minor in Business Administration; *Phi Beta Kappa*

Admissions

Bar Admissions

New York

Court Admissions

U.S. Court of Appeals, 11th Circuit

U.S. Court of Appeals, Federal Circuit

U.S. Court of Appeals, 2nd Circuit

U.S. District Court, Eastern, New York

U.S. District Court, Southern, New York

U.S. District Court, Western, New York

Focus

- Food & Beverage
- Consumer Products

Services

- Trademark
- Litigation

Associations

International Trademark Association (INTA) (Member, Enforcement Committee, Issues of Proof Subcommittee, 2010-2011; Trade Names Subcommittee, 2012-2013)

MARQUES European Trademark Association (Intellectual Asset Management Team, 2009-2013)

Association of the Bar of the City of New York

New York State Bar Association

American Bar Association

Recognition

World Trademark Review's WTR 1000 2021, "Continuing to build on her résumé, Popp-Rosenberg recently briefed a Federal Circuit appeal which arose from an earlier high-profile appellate success against Coca-Cola regarding its ZERO mark, following which Coca-Cola was allowed to amend its trademark applications to disclaim the term 'zero'.

Who's Who Legal Trademarks Global Leader 2020

Managing IP's IP Stars 2020

Managing IP, short-listed for Outstanding IP Litigator - New York, 2019

Awarded "Best in Trademark," *Euromoney's* Women in Business Law 2019

Legal 500 US 2018

Decisions

- Royal Crown Co. v. Coca-Cola Co.
- Hoop Culture, Inc. v. The Gap, Inc.
- Body Wisdom Media, Inc. v. Athleta, Inc.
- McNeil-PPC, Inc. v. Walgreen Co.
- Athleta, Inc. v. Pitbull Clothing Co.
- Dr Pepper/Seven Up, Inc. v. Krush Global Limited
- Milne v. Stephen Slesinger, Inc.



- De Beers LV Trademark Ltd. v. DeBeers Diamond Syndicate, Inc.
- Fruit-Ices Corp. v. Coolbrands Int'l, Inc.